

# Better Homes and Gardens® Real Estate

## SEEDS OF SUCCESS WORKBOOK

### Session Three

*As an independent contractor sales associate affiliated with a Better Homes and Gardens® Real Estate franchised office, you have a variety of resources, tools, technologies and educational opportunities available to you. The Better Homes and Gardens Real Estate educational materials, programs, or meetings are not mandatory. Nothing in this document is intended to create an employment relationship. Any participation in this offering is entirely voluntary. Note: This document may contain suggestions and best practices with regard to specific issues you may encounter. These suggestions and best practices are completely voluntary for you to use at your discretion.*

## **Session Three**

# **Lifestyle Selling: Managing the Sales Process with Buyers**

### **Goals of This Session**

At the end of this session, you'll have learned how to:

- Differentiate between lifestyle selling and traditional selling
- Create an effective qualifying process with buyers
- Assemble the materials needed to counsel and qualify buyers for your buyer system
- Create a preliminary visit buyer's package
- Ask effective qualifying questions with skill and confidence
- Be able to successfully use the Better Homes and Gardens® Real Estate buyers' presentation
- Handle five common buyer's objections to move buyers through the purchasing process
- Decide whether a particular buyer is qualified to work with you to uphold your standards for buyers
- Create a dialogue that promotes buyer loyalty

## Resource List for Session Three

- All materials can be found at <http://bit.ly/seedsofsuccess>

### **Materials**

- Buyer's Home Information Form
- Evaluate your Buyer's Potential
- Quick Qualifying Questionnaire for Buyers
- Tracking Qualified Buyers
- Open House Evaluation

### **Buyer Presentation**

- The Better Homes and Gardens® Real Estate Buying Consultation Presentation

### **CMA Software**

- The technology you use in your office in conjunction with the MLS (if you use specific technology) for creating a Competitive Market Analysis (CMA)

### **Videos**

- Video Resource | How to Question Buyers to Find Hidden Needs  
(access at [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess))
- Video Resource | Accelerate Training Video – Qualifying Buyers  
(access on the Greenhouse>Learning>Be Better University>Resources>Video Resources>Seeds of Success)
- Video Resource | Accelerate Training Video – The Buyer Interview  
(access on the Greenhouse>Learning>Be Better University>Resources>Video Resources>Seeds of Success)

## Selling Lifestyle

### What's the Difference Between Selling Lifestyle and Selling A Home?

Would you agree that today the consumer is in control? Consumers have more information than ever at their fingertips; they know more about the real estate process than ever before. As a result, role of the real estate professional has changed. If we do not provide better and greater value, information and guidance and more in a timely fashion - someone else will. Gone are the days of the traditional real estate brand. Traditional brands are focused solely on the transaction. The consumer has changed as well and the technology we all use has become a major force in how we interact with the world around us. Consumers are no longer focused on only the house; they want to know about the community they will reside in and if that community matches their lifestyle and aspirations.

A shift has taken place. Buyers are not buying a home, they are buying a lifestyle. We have created a toolset that allows you to speak to this changed consumer to put our affiliated agents in the best position possible to work effectively in this market. This includes more and better information such as tips, apps, articles, social media forums, videos—ways to empower the consumer and ways to enable our agents to speak to the consumer in the way they expect.

What is unique about Better Homes and Gardens® Real Estate is simply this - we are a brand who, when we have those conversations, it feels authentic to the consumer. We are on their coffee tables every month of the year. We mean home and community to millions of people. We are relevant well before and after the transaction takes place. No one else in the industry can make that claim.

Examples of content:

- Videos – First time Buyer, Prelisting
- Expressdocs, Print Marketing
- BHGRE® Magazine subscription
- PinPoint target marketing
- Be BetterTV show
- Digital Marketing Center
- Social Media

*Starbucks, Apple and Harley Davidson*

Each of these is a quintessential lifestyle brand that has found success in moving beyond their product by engaging the consumer on a more personal level beyond the transaction. Better Homes and Gardens® Real Estate is quickly becoming the next iconic lifestyle brand and we offer the tools and systems for you to be part of this industry trend as well.

Based on the advancements of technology, buyers and sellers are no longer passive observers. Our customers, many of which are the 73 million echo boomers, are empowered consumers that are looking for local guidance that website technology cannot provide. Consumers are looking for a coach, a friend who is an expert in not only the real estate transaction process but in the communities that they are interested in residing. We believe that to be the best, we need to serve our clients of today and anticipate the needs of the clients of tomorrow. As a real estate professional, we need to be flexible and provide our buyers and sellers what they looking for in a manner in which they are comfortable communicating. Providing a strong brand and tools that allow you to build a relationship and a connection based on collaboration will allow you to stay in touch with them for an extended period of time - not just during and immediately after the transaction.

## **Where to find information about lifestyle**

You can find information regarding lifestyle by navigating the BHGRE® website. The Look, Learn, and Live sections will provide scores of information regarding the kind of lifestyle available within any of our communities. In addition, the Find a Community section on the BHGRE website will offer a tremendous amount of information regarding lifestyle for any prospect or client.

## **How to help buyers match their lifestyle needs to find the area and home that will suit their lifestyle**

[www.bhgrealestate.com](http://www.bhgrealestate.com) offers visitors a unique way to find their next home. Many homebuyers realize, post purchase, that the home they purchased is not in a community that matches their lifestyle. Our lifestyle search allows homebuyers to select criteria to ensure that the communities and towns they are contemplating residing in are a good fit.

Our lifestyle search will serve up a number of towns that match the search criteria entered. To close the loop, each result that is within an area serviced will show the potential buyer helpful information to learn more about the town and search for homes there.

In addition to lifestyle search, there are other online tools that provide consumers with a vast variety of local information, from housing trends to school information and test scores to community demographics. This is all found in the *Look* section of [www.bhgrealestate.com](http://www.bhgrealestate.com) and allows the consumer to access local data quickly and easily so they continue to look to Better Homes and Gardens® Real Estate when buying or selling. Our affiliated agents also have access to these neighborhood tools which you can re-purpose on your personal website, emails, eNewsletters and more.

## Recommendations for Creating Your Buyer System Flow Chart

✓	What	How	Materials to Use
	Pre-qualify buyer (Open house/phone, etc.)	Ask pre-qualifying questions	Pre-qualifying questions*
	Set qualifying appt.	Provide value	Provide pre-qualifying package*
	Prepare presentation		BHGRE® buyer presentation**
	Qualify buyer	Qualifying questions	Home Information Form*
	Discover motivations	Questions	
	Give presentation		BHGRE buyer presentation
	Evaluate your chances of success		Evaluate your buyer's potential*
	Set showing appointment	Educate about	
	Show homes	Educate/remind of needs	Refer to Home Information Form*
	Close	Return to office/review/ remind of needs	Purchase and sale agreement

## The Pre-Qualifying Interview

Working alone, write the answers below:

1. What questions would you ask to determine if you want to work with this person?

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2. What answers would be knock-out factors for you?

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3. What answers would make you want to explore further?  
(Ask probing questions.)

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### Full Discussion or Summary

After hearing others' questions and knock-out factors, decide on the five questions you'll ask:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Video Resource | Accelerate Training Video – Qualifying Buyer



## The Pre-First Visit Buyer's Package

Working alone, answer these questions:

1. What do you want buyers to know prior to meeting them?

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2. How could you show that visually?

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3. What do you want your buyer's pre-qualifying package to say about you?

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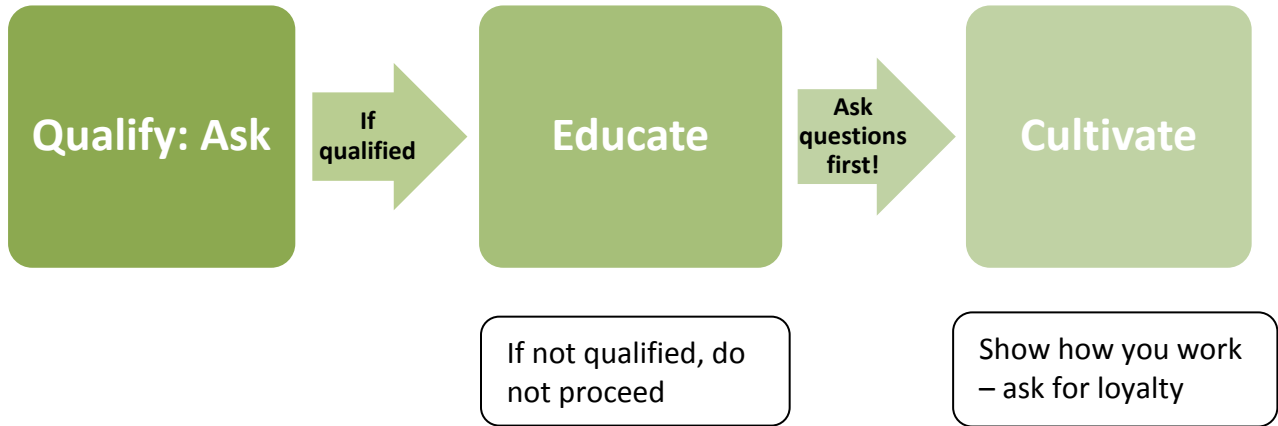
4. Below list the materials you could put in the package:

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There is a list of possible pre-qualifying package materials available for your use in [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess). Feel free to customize them and bring a pre-qualifying buyer package to your next workshop.

## The Qualifying Interview Flow Chart



Please answer these questions working alone.

1. Why qualify first?

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2. What percent of the time should you be talking during this interview?

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3. What are the biggest mistakes agents make in this process?

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## **Working with Qualified Buyers for Sure Success**

### **Optimizing the Qualifying Interview**

Three goals of the qualifying interview:

1. Find out if the buyer is qualified to work with you
2. Demonstrate how you work/build trust and rapport
3. Ask for and gain loyalty

The most important step in working with buyers is to qualify, or interview them. This assures you that you have the information you need to serve them, and assures you they are qualified to work with you.

### **Why is this important?**

1. Build rapport
2. Find out lifestyle/needs
3. Discover motivations
4. Show how you work

### **When? Before showing homes**

- In a formal interview
- Where: at their home/your office

In [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess) there is a **Buyer's Home Information Form** (the buyer questionnaire) available for your use.

**Video Resource | Accelerate Training Video – The Buyer Interview**

## Goal #1: Are they Qualified to Work with You

- Ask qualifying questions
- Discover motivations
- Discover barriers
- Discover competition/previous experiences
- How to deliver:
  - Their home/office
  - Virtual office: Dropbox/Skype

## Goal #2: Show How You Work

To build rapport and trust, we suggest you end the qualifying interview with a dialogue on how you work which can include:

- Who you work with
- The services you will provide
- How you chose the homes
- Why you do not choose particular homes
- How these homes may fit their needs
- The route you will take (maps, resources?)

What dialogue will you design, with visuals, to present the ‘how you work’ segment?

Jot it here.

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## **Goal #3: Getting Loyalty**

When:

How:

Supporting materials:

Buyer Agency Agreement:

## **Putting It All Together: The Complete Buyer Presentation**

- Use to educate the buyer
- Builds on the qualifying interview
- Shows your professionalism
- Raises your credibility

## Where we are in the *Buyer System Flow Chart*

✓	What	How	Materials to Use
✓	Pre-qualify buyer (Open house/phone, etc.)	Ask pre-qualifying questions	Pre-qualifying questions*
✓	Set qualifying appt.	Provide value	Provide pre-qualifying package*
✓	Prepare presentation		BHGRE® buyer presentation**
	Qualify buyer	Qualifying questions	Home Information Form*
	Discover motivations	Questions	
	Give presentation		BHGRE buyer presentation
	Evaluate your chances of success		Evaluate your buyer's potential*
	Set showing appointment	Educate about	
	Show homes	Educate/remind of needs	Refer to Home Information Form*
	Close	Return to office/review/ remind of needs	Purchase and sale agreement

What do you feel comfortable with?

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What do you want to continue working on?

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## **Explaining the Value-Added Services You Will Provide Buyers**

After you have qualified the buyer, you will be explaining and showing the services you provide through using the recommended Better Homes and Gardens® Real Estate buyer presentation.

Working alone, name as many value-added services you can think of that are important to buyers (try to get more than 10).

Which of these services could you put in your pre-first visit package?

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Which of these could be in your dialogue toward the end of the qualifying interview, the segment on 'how you work'?

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Which do you want to talk about in your buyer presentation?

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<b>What (feature)</b>	<b>Bridge</b>	<b>Benefit</b>
<i>Service I provide</i>	<i>So that</i>	<i>Why it's important to the buyer</i>

Attaching benefits (why it's important to the buyer) to features and explaining those to purchasers is a critical interview process sales skill.



## The Buyer's Visual Presentation

Creating a package and system for your buyer interview ensures you have confidence and look professional to the buyer. Your buyer presentation serves many purposes:

- Use to educate the buyer
- Builds from the pre-first visit buyer's package and qualifying interview
- Shows various marketing strategies
- Raises your credibility

Why do a **Buyer Counseling Session**? It sets the stage for a business relationship. It allows you visually to:

- Set consumer expectations
- Show what we can/can't do by law;
- Show what we will/won't do by office policy
- Address unspoken questions
- Overview of the process of buying
- Secure the commitment in writing

**Always address their three major consumer concerns**

- Money
- Time
- Commitment

### **Why use a visual presentation?**

Adults need to hear and see in order to retain the information. Leave them with a lasting impression of who you are and what they need in order to buy a home.

### **How do you physically get them to sit down and listen to you?**

There are two types of buyers: buyers that you have an existing relationship will meet with you and those that don't know you or know of you. Both will require different approaches. However you get them there, everyone must have a counseling session.

### **Portable or personal or a combination**

This is where the virtual office comes in. Today you don't need to get the buyer into the office. Know your client. Tech delivery is the universal language. You can:

- Deliver the info before the meeting via a Dropbox link or Skype
- Download your presentation onto your Tablet

### **How do you start?**

The guts of the presentation should be 20 minutes. If they have additional questions it will go longer. This is consumer driven not a lecture.

The BHGRE® **Buyer Consultation Presentation Horizontal** is available for your use in [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess). Try to practice it with someone and bring it to your next Skill Practice.

## Three Critical Sales Skills to Use with Buyers

In this section, you'll be applying the 3 critical sales skills necessary to qualify a buyer effectively.

1. Attaching benefits to features
2. Probing for more information to uncover motivation (Dominant Buying Motive) and objections
3. Discovering the Dominant Buying Motive (DBM)

### Sales Skill #1: Attach Benefits to Features

#### Why:

- Helps you discover function (why do they need 3 bedrooms?)
- Allows you to find out more about lifestyle and needs

#### How:

What's in it for me? (Try to think like your buyer.)

Example: This home provides \_\_\_(*feature*)\_\_\_ so that \_\_\_(*benefit*)\_\_\_. Is that what you're looking for?

(Feature) —————> (Benefit)—————> (Ask)

#### When to use:

- As you ask pre-qualifying questions
- In the qualifying interview
- During the buyer presentation

## Sales Skill #2: Probing During the Qualifying Interview

**What is probing?** Asking more questions about a statement helps you understand completely.

Examples of probing:

- Tell me more.
- Please clarify.
- Then what?
- Please explain.

**Why is it important?** Helps you clarify exactly what the client means. Otherwise, you may ‘fill in’ your own assumptions...

- Listen for the ‘main word’ in the sentence.
  - Example: The buyer says, “I want a deal.” What’s the main word? *Deal*.

Probe:

- “*What do you mean by ‘deal’? Tell me more . . .*”

## Skill Practice

Practice using probing questions to get more information.

Choose a partner and an observer. Using probes such as “*how much, then what, tell me more, when, why, please explain, etc.,*” keep a conversation going with your partner.

First, ask an open-ended question from the **Quick Qualifying Questionnaire** (one that doesn’t require a yes or no). Then, just keep asking your partner for more information about that subject. (Try to keep the conversation on that subject for 3 minutes).

Total time to work: 15 minutes for all players, with evaluative feedback.

**Caution:** Do not ask a different question. Pretend you have an insatiable curiosity about that first question. This skill is critical to find out your buyer’s secrets and motives. Many real estate sales associates think qualifying a buyer is 20 questions.

Typically, it is more important to ask a few questions and probe.

**Evaluator: Probing Skills**

**Rating (1-4) with 4 being excellent**

Agent 1      Agent 2      Agent 3

1. Agent used probes effectively \_\_\_\_\_

2. Agent stayed on one question long enough to find buyer secrets \_\_\_\_\_

3. Positive skills (examples) \_\_\_\_\_

4. Suggestions for Refinement:

Agent 1 \_\_\_\_\_

\_\_\_\_\_

Agent 2 \_\_\_\_\_

\_\_\_\_\_

Agent 3 \_\_\_\_\_

\_\_\_\_\_

**Sales Skill #3: Discover the Dominant Buying Motive (DBM)**

What is ‘motivation’? The underlying emotional reason people make ‘buying’ decisions

Why is this important?

You must uncover hidden ‘drivers’ to help buyers make a buying decision.

What are buyers’ DBMs:

- Security (may be family security)
- Personal Space
- Prestige



To do a thorough buyer review and evaluation; we suggest you use the **Evaluate Your Buyer's Potential** form which is available for your use in [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess).

Will the buyer bring you referrals? Will he/she be pleasant to work with? Will he/she appreciate the special services you provide?

You are not just selling a home to a buyer. You are creating a long-term professional relationship.

Try using this form to evaluate three buyers you're working with this week. Be ready to share your conclusions at the Skill Practice.

### **Anticipating and Handling Buyer Objections**

Working alone, looking at the **Buyer's Home Information Form**, what objections might arise when you ask these questions?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Common Buyer Objections**

Working alone, use the form below and fill in visuals to use and where you would place them. Use **PQ** for Pre-Qualifying Package, and **BP** for Buyer’s Presentation.

Objections	Visuals	Place Them
I want to talk to other agents.		
You’re new. Why should I work with you?		
I’m in no hurry to buy.		
I want to look at lots of homes.		
I have three agents now.		
I just want the address of some homes.		
I don’t want to sit down and talk with you. I just want to see the homes.		
The two of us can’t be at the interview together. We can’t look at homes together.		
Why do I need an agent? I can get the information from the Internet.		
Additional objections:		

Recommendation: Bring eight visuals and where you would use them to your next Skill Practice.



## Skill Practice

### Case Studies: Buyers with Objections

**Caution:** Do not look at the case studies on the next pages until you get your roles and are in your groups!!

On the next pages are three case studies. Each one is a situation about a buyer, a buyer with secrets. It's the agent's job to discover what these secrets are, and to handle them as objections.

Working in groups of three, each person becomes the agent, the buyer, and an observer. Each person takes the role of agent in one of the three case studies. The practice is over when the agent discovers the secrets. But, the time limit for each interview is 5 minutes, with 2 minutes for evaluation. (Allow 21 minutes in total.)

To prepare, each agent should read the evaluators below, and assure that these skills are present in the practice.

Observers, after each practice, give an evaluation to the agent: Get evaluations from the agent and the buyer.

**Tip:** Be positive in your evaluations. Give encouragement. Be specific. For needed improvements, use the words, "Next time, try this." Remember, you are the modern, positive coach.

**Evaluator: Handling Buyer Objections Rating (1-4) with 4 being excellent**

	Agent 1	Agent 2	Agent 3
The agent was comfortable in asking questions			
The agent worked from a prepared list of questions			
The agent didn't skip from question to question, but stayed on one question until he/she got enough information to be really helpful and specific.			
The agent asked probing questions to uncover the secret			
The agent used the AAA technique to handle the objection			
The agent used or referred to visuals in handling the objection			
The agent attached benefits to the features he/she talked about.			
Positive skills Agent 1:			
Positive skills Agent 2:			
Positive skills Agent 3:			
Suggested refinements Agent 1:			
Suggested refinements Agent 2:			
Suggested refinements Agent 3:			

## Case Study #1

**To the person who's playing the role of the buyer:** Read only the situation to the agent. Keep your secrets to yourself and use them when you think it's necessary. Let the person playing the role of an agent handle the secret. Then, let him/her continue with the interview.

**Situation (buyer reads this to agent):** Bob has been thinking of selling his home and moving to a condominium, as he is retiring. The agent met Bob while knocking on doors in the area, circle prospecting for his new listing. Now, Bob is in the office with the agent, and the interview session is just beginning.

**Secrets:**

- Bob has talked to four agents to list his home
- He is thinking about having all four agents look for homes for him
- Bob's dominant buying motive: security

## Case Study #2

**To the person who's playing the role of the buyer:** Read only the situation to the agent.

**Situation (buyer reads this to agent):** You are in an interview session with the agent, who you met while the agent was circle prospecting in your area. You need a larger home, because you and your spouse are expecting another child. You have 1 child now. You tell the agent you want 4 bedrooms.

**Your Secret:** You need PERSONAL SPACE. One bedroom must be away from the others, because you need a home office—you work out of your home. Don't volunteer this information. But, if the agent asks and probes, tell him your needs.

## Case Study #3

**To the person who's playing the role of the buyer:** Read only the situation to the agent. Keep your secrets to yourself and throw them at the agent when you think it's necessary. Let the agent handle the secret. Then, let the agent continue with the interview.

**Situation (buyer reads this to agent):** John and Joan want to move to a larger home in the area where they now live. They told you in a conversation over the phone (they called on one of your new listings), that they were looking for a new property in the area. You are now meeting in their present home, finding out more about what they are looking for.

**Secrets:**

- They have also called their former listing agent and they are in no hurry—unless the right property comes along...
- They have called on lots of ads and met many agents.
- Their dominant buying motive: prestige.

Try practicing your loyalty dialogue with a partner outside class to become confident and competent when you talk with the buyer.

## Skill Practice

### Case Studies: Loyalty

**Situation:** You've been referred to George and Alice Todd, who are being transferred here from Missouri. You've shown them some homes, and discovered that they've been referred to 4 other agents by their bosses and friends. They haven't met the other agents yet, but feel obligated to work with all of you. How are you going to help them make the decision to work only with you?

**Situation:** Joe and Mary Smith are in your office. You've shown them 4 homes on your first tour. You and they together have narrowed their choices to two homes, but they want to look at more homes next Saturday. Now, you're ready to explain your commitment to them, and ask for a commitment in return. Sketch out your explanation.

## **What You've Accomplished So Far**

### **In business producing activities:**

- Called on people you know
- Circle prospected
- Called on expired listings
- Followed up on Internet leads

### **In business support activities:**

- Buyers' packages/dialogue created
- Your promotional materials
- Your marketing follow-up plan started

### **In sales skills:**

- Created a script for calling people you know
- Circle prospecting
- Expired listings
- Learned DBM (motivation)
- Learned buyer system flow
- Learned AAA (objection buster method)
- Learned feature—benefit
- Learned probing
- Learned using visuals to educate, anticipate, and answer objections
- Learned a business start-up plan system

## Summary of Session Three

### What You've Accomplished in this Session

- Contrasted selling lifestyle with traditional selling
- Put together a complete buyer system
- Learned how to qualify a buyer
- Able to discover hidden drives and needs with 3 sales skills
- Evaluated the buyer's potential to you
- Learned how to handle common buyer objections
- Found out how to ask for and get loyalty

### Recommended Actions to Take Right Now

1. Work on your Action Plan Checklist
2. Practice using the Buyer Questionnaire
3. Using the **Evaluate your Buyer's Potential**, evaluate 3 buyers you are working with now
4. Practice asking for loyalty
5. Practice answering 5 common buyer objections with visuals

### Videos

We suggest you watch these videos.

- a) Video Resource | How to Question Buyers to Find Hidden Needs  
(access at [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess))
- b) Video Resource | Accelerate Training Video – Qualifying Buyers  
(access on the Greenhouse>Learning>Be Better University>Resources>Video Resources>Seeds of Success)
- c) Video Resource | Accelerate Training Video – The Buyer Interview  
(access on the Greenhouse>Learning>Be Better University>Resources>Video Resources>Seeds of Success)

### Assignment

Using the **Open House Evaluator** in [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess), Session Six, we suggest visiting 5 public open houses this week and evaluating each.